Supplemental Online Content

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This supplemental material has been provided by the authors to give readers additional information about their work.

eTable 1. Mean Likert score by characteristics of image presented, individual survey items (Mean (SD)

		Black Men	Black Woman	White Men	White Women
Stereotype Scale					
Dirty - Clean	**Original**	4.73 (0.51)	4.55 (0.72)	4.48 (0.74)	4.56 (0.65)
	Scalp Hair Loss	4.52 (0.71)	4.58 (0.79)	4.46 (0.79)	4.45 (0.77)
	Complete Hair Loss	4.24 (1.02)	4.46 (0.75)	4.42 (0.72)	4.30 (0.89)
	Absolute Change	0.49	0.09	0.06	0.26
Sick - Healthy	**Original**	4.59 (0.78)	4.66 (0.58)	4.44 (0.75)	4.53 (0.71)
	Scalp Hair Loss	4.52 (0.72)	4.19 (1.08)	4.12 (0.94)	3.26 (1.29)
	Complete Hair Loss	3.92 (1.14)	3.63 (1.31)	3.15 (1.18)	2.87 (1.14)
	Absolute Change	0.67	1.03	1.29	1.66
Unattractive - Attractive	**Original**	3.98 (0.93)	4.05 (0.96)	3.98 (0.98)	4.16 (0.83)
	Scalp Hair Loss	3.78 (1.05)	3.99 (1.13)	3.46 (0.93)	3.75 (1.00)
	Complete Hair Loss	3.21 (1.13)	3.76 (0.92)	3.08 (1.06)	3.40 (1.13)
	Absolute Change	0.77	0.29	0.9	0.76
Unintelligent - Intelligent	**Original**	4.29 (0.77)	4.31 (0.79)	4.10 (0.78)	4.23 (0.73)
	Scalp Hair Loss	4.19 (0.83)	4.27 (0.88)	3.95 (0.74)	4.08 (0.79)
	Complete Hair Loss	3.79 (0.98)	4.00 (0.92)	3.95 (0.76)	3.86 (0.87)
	Absolute Change	0.5	0.31	0.15	0.37
Unlikable - Likeable	**Original**	4.48 (0.67)	4.51 (0.70)	4.09 (0.84)	4.40 (0.76)
	Scalp Hair Loss	4.33 (0.88)	4.33 (0.92)	4.08 (0.83)	4.32 (0.83)
	Complete Hair Loss	4.12 (1.00)	4.49 (0.83)	3.93 (0.85)	4.07 (0.89)
	Absolute Change	0.36	0.02	0.16	0.33

Contagious – Not Contagious	**Original**	4.34 (0.84)	4.35 (0.94)	4.04 (1.00)	4.12 (0.98)
	Scalp Hair Loss	3.97 (1.11)	4.08 (1.12)	3.83 (1.01)	3.94 (1.08)
	Complete Hair Loss	3.75 (1.26)	4.14 (1.03)	3.75 (1.09)	3.84 (1.03)
	Absolute Change	0.59	0.21	0.29	0.28
Social Distance Scale					
I wouldn't mind if someone like the person in this photo moved next door to me	**Original**	4.57 (0.74)	4.59 (0.71)	4.25 (0.86)	4.42 (0.84)
	Scalp Hair Loss	4.39 (0.84)	4.50 (0.85)	4.29 (0.92)	4.43 (0.86)
	Complete Hair Loss	4.26 (1.04)	4.34 (1.00)	4.21 (0.93)	4.41 (0.92)
	Absolute Change	0.31	0.25	0.04	0.01
I would feel comfortable being friends with the person in this photo	**Original**	4.51 (0.78)	4.47 (0.76)	4.13 (0.90)	4.34 (0.89)
	Scalp Hair Loss	4.36 (0.93)	4.40 (0.94)	4.17 (0.92)	4.41 (0.88)
	Complete Hair Loss	4.06 (1.14)	4.32 (0.96)	4.17 (0.94)	4.29 (0.97)
	Absolute Change	0.45	0.15	-0.04	0.05
I would feel comfortable hiring someone like the person in this photo for a job	**Original**	4.54 (0.73)	4.62 (0.64)	4.27 (0.83)	4.34 (0.84)
	Scalp Hair Loss	4.39 (0.90)	4.42 (0.96)	4.29 (0.82)	4.27 (0.95)
	Complete Hair Loss	4.18 (1.11)	4.33 (0.93)	4.14 (0.93)	4.23 (0.94)
	Absolute Change	0.36	0.29	0.13	0.11
I wouldn't mind having someone like the person in this photo marry into my family	**Original**	4.32 (1.01)	4.37 (0.87)	4.10 (0.95)	4.32 (0.81)
	Scalp Hair Loss	4.08 (1.07)	4.15 (1.16)	4.15 (0.97)	4.25 (0.98)
	Complete Hair Loss	3.93 (1.28)	4.23 (1.07)	3.94 (1.06)	4.14 (1.04)
	Absolute Change	0.39	0.14	0.16	0.18
I would find the person in this photo attractive	**Original**	3.80 (1.17)	3.91 (0.98)	3.64 (1.01)	3.98 (0.93)
	Scalp Hair Loss	3.61 (1.10)	3.88 (1.17)	3.37 (1.09)	3.73 (1.04)
	Complete Hair Loss	3.03 (1.26)	3.61 (1.11)	2.92 (1.13)	3.42 (1.16)

	Absolute Change	0.77	0.3	0.72	0.56
I wouldn't mind having physical contact with the person in this photo	**Original**	4.01 (1.06)	4.25 (0.83)	3.56 (1.19)	3.95 (1.06)
	Scalp Hair Loss	3.72 (1.33)	4.06 (1.10)	3.44 (1.26)	4.02 (1.09)
	Complete Hair Loss	3.36 (1.31)	4.05 (1.08)	3.47 (1.23)	3.95 (1.09)
	Absolute Change	0.65	0.2	0.09	0
Myth Scale					
This individual is to blame for his/her condition	**Original**	2.50 (1.29)	1.27 (1.19)	1.74 (1.16)	1.44 (1.29)
	Scalp Hair Loss	2.11 (1.45)	3.18 (1.25)	2.70 (1.25)	3.33 (1.12)
	Complete Hair Loss	2.74 (1.48)	3.33 (1.23)	3.22 (1.09)	3.36 (1.08)
	Absolute Change	-0.24	-2.06	-1.48	-1.92
This individual has cancer and is undergoing chemotherapy	**Original**	1.25 (1.50)	0.91 (1.04)	1.78 (1.01)	1.76 (1.13)
	Scalp Hair Loss	1.61 (1.46)	1.38 (0.85)	1.35 (0.92)	1.15 (0.86)
	Complete Hair Loss	1.49 (1.33)	1.04 (0.93)	1.28 (0.88)	1.07 (0.98)
	Absolute Change	-0.24	-0.13	0.5	0.69
This condition can be improved with lifestyle changes	**Original**	1.75 (1.50)	1.27 (0.65)	1.33 (0.83)	1.44 (1.12)
	Scalp Hair Loss	1.83 (1.29)	2.31 (1.08)	1.89 (1.29)	2.39 (1.22)
	Complete Hair Loss	2.28 (1.20)	2.49 (1.24)	2.46 (1.12)	2.55 (1.23)
	Absolute Change	-0.53	-1.22	-1.13	-1.11
This condition is due to poor hygiene	**Original**	0.75 (1.50)	0.91 (1.22)	1.74 (0.98)	1.88 (1.36)
	Scalp Hair Loss	2.11 (1.45)	3.21 (1.17)	2.67 (1.38)	3.42 (1.14)
	Complete Hair Loss	2.63 (1.50)	3.14 (1.32)	3.34 (1.14)	3.38 (1.09)
	Absolute Change	-1.88	-2.23	-1.6	-1.5
This male/female is less masculine/ feminine	**Original**	2.00 (1.41)	1.09 (1.22)	1.44 (0.89)	1.56 (1.36)
	Scalp Hair Loss	1.94 (1.35)	2.64 (1.42)	2.47 (1.38)	3.17 (1.20)

	Complete Hair Loss	2.63 (1.40)	2.86 (1.46)	3.08 (1.21)	3.15 (1.21)
	Absolute Change	-0.63	-1.77	-1.64	-1.59
This individual should be wearing a wig to appear more presentable	**Original**	1.50 (1.73)	1.45 (1.21)	1.48 (1.05)	1.56 (1.36)
	Scalp Hair Loss	2.11 (1.57)	2.67 (1.44)	2.54 (1.51)	3.13 (1.20)
	Complete Hair Loss	2.72 (1.49)	2.96 (1.44)	3.21 (1.19)	3.07 (1.26)
	Absolute Change	-1.22	-1.51	-1.73	-1.51

eTable 2: Two-tailed ANOVA F-test for overall variance in mean stigma scores between images of varying race and sex

Stereotype Scale
P-value for testing variations in unadjusted delta in stereotype = 0.049
Estimate (95% CI) for unadjusted delta difference between Black Woman and Black Man): -0.23 (-0.46 to 0.01)
Estimate (95% CI) for unadjusted delta difference between White Men and Black Man): -0.07 (-0.27 to 0.14)
Estimate (95% CI) for unadjusted delta difference between White Women and Black Man): 0.06 (-0.14 to 0.26)
P-value for testing variations in adjusted delta in stereotype = 0.059
Estimate (95% CI) for adjusted delta difference between Black Woman and Black Man): -0.23 (-0.46 to 0.01)
Estimate (95% CI) for adjusted delta difference between White Men and Black Man): -0.07 (-0.27 to 0.14)
Estimate (95% CI) for adjusted delta difference between White Women and Black Man): 0.05 (-0.16 to 0.25)
Social Distance Scale
P-value for testing variations in unadjusted delta in social distance = 0.055
Estimate (95% CI) for unadjusted delta difference between Black Woman and Black Man): -0.26 (-0.55 to 0.02)
Estimate (95% CI) for unadjusted delta difference between White Men and Black Man): -0.28 (-0.53 to -0.04)
Estimate (95% CI) for unadjusted delta difference between White Women and Black Man): -0.34 (-0.58 to -0.09)
P-value for testing variations in adjusted delta in social distance = 0.039
Estimate (95% CI) for adjusted delta difference between Black Woman and Black Man): -0.27 (-0.56 to 0.01)
Estimate (95% CI) for adjusted delta difference between White Men and Black Man): -0.29 (-0.54 to -0.05)
Estimate (95% CI) for adjusted delta difference between White Women and Black Man): -0.35 (-0.60 to -0.11)
Medical Condition Question
P-value for testing variations in unadjusted delta in medical condition = 2.9e-14
Estimate (95% CI) for unadjusted delta difference between Black Woman and Black Man): 0.00 (-0.14 to 0.14)
Estimate (95% CI) for unadjusted delta difference between White Men and Black Man): -0.23 (-0.35 to -0.11)
Estimate (95% CI) for unadjusted delta difference between White Women and Black Man): -0.41 (-0.53 to -0.29)
P-value for testing variations in adjusted delta in medical condition = 1.45e-14

Estimate (95% CI) for adjusted delta difference between Black Woman and Black Man): 0.00 (-0.14 to 0.14)
Estimate (95% CI) for adjusted delta difference between White Men and Black Man): -0.23 (-0.35 to -0.11)
Estimate (95% CI) for adjusted delta difference between White Women and Black Man): -0.42 (-0.54 to -0.30)
Myth Scale
P-value for testing variations in unadjusted delta in myth = 0.6177
Estimate (95% CI) for unadjusted delta difference between Black Woman and Black Man): -0.70 (-1.77 to 0.38)
Estimate (95% CI) for unadjusted delta difference between White Men and Black Man): -0.39 (-1.37 to 0.59)
Estimate (95% CI) for unadjusted delta difference between White Women and Black Man): -0.37 (-1.35 to 0.61)
P-value for testing variations in adjusted delta in myth = 0.7099
Estimate (95% CI) for adjusted delta difference between Black Woman and Black Man): -0.62 (-1.66 to 0.42)
Estimate (95% CI) for adjusted delta difference between White Men and Black Man): -0.40 (-1.35 to 0.55)
Estimate (95% CI) for adjusted delta difference between White Women and Black Man): -0.41 (-1.36 to 0.54)

eTable 3. Generalized Linear Mixed Model comparing images of identical race and sex

White male		
	$\hat{\beta}\ (95\%\ CI)$	P-value
Stereotype	-0.01 (-0.11 to 0.09)	0.8693
Social distance	0.08 (-0.04 to 0.19)	0.1955
Myth	-0.16 (-0.39 to 0.07)	0.1753
	$Odds\ ratio(95\%\ CI)$	P-value
Medical	1.17 (0.85 to 1.62)	0.3267
White female		
	$\hat{\beta}\ (95\%\ CI)$	P-value
Stereotype	0.04 (-0.07 to 0.14)	0.4944
Social distance	-0.01 (-0.12 to 0.10)	0.8474
Myth	0.01 (-0.17 to 0.18)	0.9373
	$Odds\ ratio(95\%\ CI)$	P-value
Medical	0.94 (0.69 to 1.28)	0.6939